Please amend claims 194, 237, 263-265, 272-279, 281-282, and 284 as follows:

--194. (CURRENTLY AMENDED) A system as defined in claim 179

5   wherein said "information superhighway" data link comprises

a <u>radio frequency (RF)</u> cellular network.

237. A system as defined in claim 236 wherein said service

includes displaying promotional programming <u>material</u> on

10 said display unit of said user.

263. (CURRENTLY AMENDED) A system as defined in claim 168

wherein said <u>feature</u> recognition unit is selected from a

group consisting of a hand-held unit, a scanner, a bar code

15 scanner, an optical code reader, an optical reader, a

personal camera, a personal computer reader, a digital

camera, a digital mouse and an optical mouse.

264. (CURRENTLY AMENDED) A system as defined in claim 263

20 wherein said <u>feature</u> recognition unit is linked to a

personal computer.

265. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said <u>feature</u> recognition unit is linked to a wireless interface.

272. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said <u>feature</u> recognition unit is linked to a personal digital assistant.

273. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said <u>feature</u> recognition unit is linked to an Internet appliance.

274. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said <u>feature</u> recognition unit is linked to a television set.

275. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said <u>feature</u> recognition unit comprises a portion of a cellular telephone.

276. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said <u>feature</u> recognition unit comprises a portion of a personal digital assistant.

277. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said _feature_ recognition unit comprises a portion of a remote control unit.

5 278. (CURRENTLY AMENDED) A system as defined in claim 263 wherein said _feature_ recognition unit comprises a portion of a handwriting implement.

279. (CURRENTLY AMENDED) A method of providing a user
10 access to programming material, comprising the steps of:

~~im~~printing a machine recognizable feature within a
printed ticket of admission;

scanning said machine recognizable feature of said
printed ticket of admission; and

15 transmitting data associated with said machine
recognizable feature via a communication link to
access said programming material, wherein said
programming material is related to said printed
ticket of admission_._

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281. (CURRENTLY AMENDED) The method of claim 279 wherein said machine recognizable feature is selected from a group consisting of bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon,~~ invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark,~~ magnetic strip, code, analog pattern, and hieroglyphic character.

282. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a printed ticket of admission, comprising the steps of:

~~im~~printing a machine recognizable feature within said
5   printed ticket of admission, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said
10   printed ticket of admission and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

15   transmitting said programming material to said user allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said printed ticket of admission.

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284. (CURRENTLY AMENDED) The method of claim 282 wherein said machine recognizable feature is selected from a group consisting of a bar code, a universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon,~~ invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark,~~ magnetic strip, code, analog pattern, and hieroglyphic character.--